



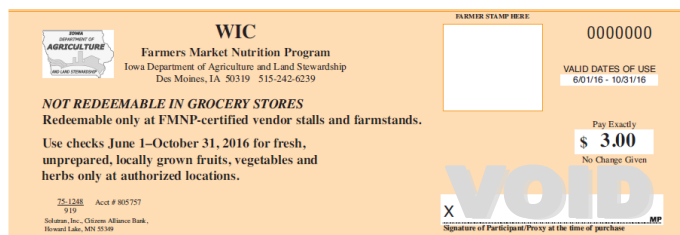
July 2016
Volume 17, Issue 8

Iowa WIC Vendor Newsletter

FARMER'S MARKET

Through October 31st, WIC participants will be issued special Farmer's Market checks to be used at the Farmer's Market only. Participants cannot use their Farmer's Market checks to purchase fresh or frozen fruits and vegetables at retail stores. If a participant tries to purchase from your store using a Farmer's Market check, please encourage them to call the State WIC Office, or their clinic for information on where they can use the Farmer's Market checks.

If a participant chooses to get the Farmer's Market checks, they will still receive fruit and vegetables benefits on their eWIC card to be used at stores.



Sample of the 2016 Farmer's Market Check

FRESH PRODUCE

As the seasons change and your store is getting new produce, you may notice a lot of items not ringing up as WIC approved. This will likely continue until we are able to collect all of the new UPCs and get them entered into our system. You can help!

If you know your store will be receiving new produce, be proactive by filling out a UPC Submission Form! The quicker we get the UPCs for the new produce, the quicker we can put it into our system.

Not sure how to fill out a UPC Submission Form? Go to: <http://idph.iowa.gov/wic/ewic-vendors> once you get the form filled out, you can submit it through email or fax.



Happy
4th of
July!!

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PARTICIPANT IVR

IVR stands for Interactive Voice Response. The IVR can be used by all participants 24/7. By using the IVR the participant can do any of the following:

- ⇒ Change their PIN
- ⇒ Check their available benefits
- ⇒ Hear transaction history
- ⇒ Find out when their current benefits expire

This IVR is available for use to all eWIC participants, including Spanish speaking!

How can this help vendors?

- ⇒ If a participant is trying to complete a transaction and they are getting an “Invalid PIN” entry, you can suggest that they call the number on the back of their eWIC card to reset the PIN.
- ⇒ If a participant is unsure of their eWIC benefits the IVR will read them aloud.

The IVR number can be found on the back of all eWIC cards. It is simple to use and free! The IVR number is 1-844-234-4948.

Have a question or comment about eWIC? Send it our way!
IowaWIC@idph.iowa.gov

GOT CHECKS?



Please continue to accept both eWIC cards AND checks until August 31st, 2016. After August 31st there will be no more WIC checks in circulation.

ENEWSLETTER

If you are interested in receiving future WIC Vendor Newsletters via email, please contact Cassy Benedict at cassy.benedict@idph.iowa.gov

HAVE YOU MADE THE SWITCH TO EWIC?

For vendors who have made the decision not to participate in eWIC, your last day to accept checks will be August 31st, 2016. By this date, all WIC Checks will be out of circulation. If you have decided not to participate in eWIC, this will be the last edition (July 2016) of the Iowa WIC Vendor Newsletter you will receive. Ken Kane will be getting in touch with you in September to go over final paperwork.

Thinking you might still want to be a part of eWIC? That's great news!

- ⇒ **Is it worth it?** Contact Ken Kane for your sales report. You can use this to decide if your store could benefit from continuing business with WIC!
- ⇒ **What are my options?** In most cases you can upgrade your current system, or lease a Stand Beside system from FIS. For more information on upgrading, contact your current Point of Sale provider. For more information on leasing a Stand Beside system contact FIS at 1-800-894-0050 or email them at merchant.services.support@fisglobal.com
- ⇒ **Can I change my mind after August 31st, 2016?** Yes! You will have to contact Ken Kane and complete a new Vendor Contract. To be a part of WIC in the future your store will need to be able to accept eWIC, so consider your options.
- ⇒ **How much will it cost to transition to eWIC?** You will need to contact your Point of Sale provider or FIS for pricing information.

If you have more questions contact the WIC State Office!

FIS PLANNED OUTAGE

This will effect all vendors with Stand Beside systems!!

On October 2nd and October 23rd your eWIC system may be down for 15-20 minutes. This is a planned outage and during this time you will be unable to process WIC transactions.

Exact times of the planned outage will be available at a later date, and will be included in the October 2016 WIC Vendor Newsletter. If you have questions call the FIS help desk at 1-844-234-4949.



Stand Beside System

VENDOR SANCTIONS

Please take this time to review the policies on Vendor Sanctions. While uncommon, the WIC State Office does have to take action on violations of the WIC Vendor Contract. Below is the current policy on the issuing of violation points.

If you have any questions please contact the WIC State Office or any of the individuals found on the last page of this edition of the WIC Vendor Newsletter.

Overview	<p>There are five types of sanctions that may be applied to vendors for violations of program regulations. These sanctions are:</p> <ul style="list-style-type: none"> • Nonpayment of food instruments • Issuance of food instruments • Temporary disqualifications (one year, three years, six years) • Permanent disqualification • Civil money penalties <p>State agency sanctions are based on a pattern of violative incidences. Violation points will be issued after two of the same violations.</p> <p>Vendors who are disqualified from participation in, or have a civil monetary penalty imposed by the Food Assistance (Supplemental Nutrition Assistance Program-SNAP) shall be automatically suspended from the WIC program.</p>
Nonpayment of food instruments	If the vendor has been terminated from the WIC Program and submits a claim, it will be fully denied.
Issuance of violation points	Administrative and procedural violations of the WIC Vendor Agreement are not usually representative of intentional efforts to abuse or defraud the program or its participants. However, these violations are an indication of a vendor's inattention to or disregard of the requirements of the WIC Vendor Agreement. It is in the Department's interest to record these violations and take them into account when considering whether to continue its contractual relationship with the vendor. Any vendor who has been assessed more than 60 violation points during a contract period may not be offered a new contract.
Notice of violation	State agencies must notify WIC-authorized retail vendors of an initial violation in writing, for violations requiring a pattern of occurrences in order to impose a sanction, before documenting a subsequent violation, unless notification would compromise an investigation.

VENDOR Q & A

Q: Why are some yogurts WIC but the system won't let the customer buy it?

A: We break yogurt up into 2 different categories: yogurts made with whole milk and yogurts made with low-fat/nonfat milk. If a WIC approved yogurt isn't ringing up in the lane, make sure the participant has benefits for that kind of yogurt. You can check by running a balance inquiry. If they have whole yogurt benefits, they won't be able to get a low-fat or nonfat yogurt. If they have low-fat or nonfat benefits, they won't be able to get a whole yogurt.

Q: My store doesn't sell any of the whole milk yogurt brands that are approved for WIC. What can I do?

A: At this time the only whole milk brands we have in our system* are Oikos, Old Home, La Yogurt, Chobani, Dannon, Great Value, and HyVee. If you do not stock one of these, no worries! It's not a requirement; however, you may want to consider stocking one of these brands. If you have questions, contact the State WIC Office.

*please see the new food flyer or page 5 of this newsletter for the complete list of approved yogurt brands





APPROVED FOODS LIST

The approved foods list was updated after the addition of yogurt, the change in cereal size, and other minor changes.

Please review the information on pages 4 and 5 for a condensed version of the 2016 WIC Approved Foods List.

All vendors should have received a copy of the updated approved foods list and copies of the new food flyers in the mail.

If you have not yet received either of these items, please contact the WIC State Office or any of the individuals on the final page of this edition of the WIC Vendor Newsletter.

APPROVED FOODS LIST

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
CEREAL	<p>Note: Cereal is brand and flavor specific. Any combination of approved cereals up to the total ounces specified. Minimum package size for both national and store brand cereal is 12oz. + indicated a gluten free product, * indicated a whole grain product</p> <p>Ready to Eat Cereal: General Mills: Cheerios – only Plain* and Multi-Grain*; Chex – only Corn+, Rice+, Wheat*; Kix – only Plain*, Berry Berry* and Honey*; Wheaties* Kellogg's: Corn Flakes; Crispix; Frosted Mini Wheats – only Plain* and Bite Size*; Rice Krispies; Special K – Plain only Malt-O-Meal: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain only*; Oat Blenders– only Honey and Honey & Almonds Post: Bran Flakes*; Grape-Nuts– only Original* and Flakes*; Honey Bunches of Oats (Almonds, Cinnamon Bunches, Honey Roasted, Whole Grain Honey Crunch*, Whole Grain with Vanilla Bunches*) Quaker: Life – only Plain*; Oatmeal Squares* (Brown Sugar, Cinnamon, Golden Maple, Honey Nut) ONLY these store brands 12 oz. or larger: Always Save/Best Choice/Centrella/Clear Value/Essential Everyday/Fareway/Fastco/Food Club/Great Value/HyTop/HyVee/IGA/Kemach/Kiggin's/Market Pantry/Our Family/Save-A-Lot/Schnucks/Shurfine/Signature Kitchens/Valu Time ONLY these store brand flavors: Bran Flakes*, Corn Flakes, Corn Biscuits/Corn Squares, Crisp(y) Rice, Crispy Hexagons, Frosted Shredded Wheat*, Frosted Bite-Size Shredded Wheat*, Multigrain Toasted Oats/ Multigrain Tasteeos/Multigrain Medley/Spins, Nutty Nuggets/Crunchy Nuggets/ Nuggety Nuggets/Wheat and Crunchy, Oats and More/Honey and Oats, Oat Wise*/Simply Living*/4 Corner Crunch*/Live Life @ 100%/Crunchy Oat Squares*, Oatmeal Squares*/Oat Squares*, Rice Biscuits/Rice Squares, Toasted Oats*/ Tasteeos*/ Happy O's*/Rollin Oats*, Wheat Flakes*, Wheat Squares*/Wheat Biscuits* Hot Cereals: Cream of Wheat – Plain and Whole Grain*; includes 1 minute, 2 ½ minutes, and 10 minutes/Cream of Rice+/Malt-O-Meal Chocolate/Malt-O-Meal Original NO: Added fruit, yogurt, or nuts.</p>
100% WHOLE WHEAT BREAD	<p>Must say "100% whole wheat" on the package and whole wheat must be the first ingredient on the label 16 ounce loaf 100% whole wheat loaf approved brands include: Arnold Light/Best Choice/Family Choice/Fareway/Great Value/HyVee/Lewis Bunny/Our Family/Ozark Hearth/Pepperidge Farms/Roman Meal/Sara Lee/Schnucks/Shurfine/Shurfresh/Village Hearth 20 ounce loaf 100% whole wheat approved brands include: HyVee/Nature's Own/Nature's Harvest/Sara Lee/Village Hearth 24 ounce loaf 100% whole wheat (fully breastfeeding women only) brands include: Arnold Dutch Country/Brownberry/Country Hearth/Hartford Farms/Nature's Pride/Oroweat/Pepperidge Farms/Sara Lee NO: Added fruit, nuts, and seeds.</p>
SOFT CORN and WHOLE WHEAT TORTILLAS	<p>16 ounce package ONLY Corn Tortillas (Yellow or White): Azteca/Best Choice/Best Yet/Calidad/Carlita/Celia's/Chi-Chi's/Don Poncho/Essential Everyday/Food Club/Guerrero/Herdez/HyVee/La Banderita/La Burrita/Mama Lupe's/Mission/Pepito/Sara Lee/Shurfresh/Tia Rosa Whole Wheat Tortillas: Azteca/Best Choice/Buenvita/Celia's/Chi-Chi's/Food Club/Frescado/Great Value/Hormel/HyVee/La Banderita/Mama Lupe's/Mission/Ortega/Our Family/Schnucks/Shurfine NO: Added flavoring.</p>
BROWN RICE	<p>14-16 ounce package includes instant and boil-in-bag/16 ounce any brand of plain regular brown rice. NO: Added flavoring.</p>
OATMEAL	<p>16 ounce container/Quick or old fashioned/Approved Brands: Mom's Best/Best Choice/Our Family. NOTE: Oatmeal is brand specific.</p>
DRIED BEANS AND PEAS	<p>Any brand in 16 ounce packages/Includes black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy, pinto, red, soybeans, split peas. NO: Mixed beans or soup mix, added vegetables, fruits, meat, sugars, fats, or oils.</p>
PEANUT BUTTER	<p>Store brand only in containers of 16-18 ounces/Includes chunky, crunchy, creamy, smooth, low sodium and reduced sugar. NO: Peanut Butter spreads or reduced fat, added marshmallows, honey, jelly, chocolate or similar ingredients, bulk or freshly ground.</p>
CANNED TUNA	<p>Any brand of chunk light tuna including water packed and oil packed/Minimum container size of 5 ounces; includes cans and foil pouches/Includes regular and low sodium NO: Added ingredients, white albacore, solid or yellowfin tuna.</p>
CANNED SALMON	<p>Any brand of pink salmon with or without bones and skin/Minimum container size of 5 ounces; includes cans and foil pouches/Includes regular and low sodium NO: Chum or red salmon, added ingredients.</p>

APPROVED FOODS LIST CONT.

JUICE Only these brands, flavors and container sizes Approved brands and flavors also include calcium-fortified juices	64 OUNCE BOTTLES – SHELF STABLE Apple Juice: Approved Brands: Always Save, Apple & Eve, Baymist, Best Choice, Big Tex, Essential Everyday, Great Value, Harvest Classic, HyTop, HyVee, IGA, Juicy Juice, Langers, Market Pantry, Mott's Original, Mrs. Clark's, Old Orchard, Schnucks, Seneca, Shurfine, Texsun, Tipton Grove, Tree Top Blended Fruit Juice (all flavors of these brands): Apple & Eve Cranberry Blends, Best Choice Juice Blends, Big Tex, Great Value, HyVee Cranberry and Pomegranate Blends, HyVee Just Juice, IGA, Juicy Juice, Langers, Market Pantry, Northland Cranberry Blends, Old Orchard, Our Family, Schnucks, Shurfine, Texsun Grape Juice – White, Purple or Red: Approved Brands: Always Save, Baymist, Best Choice, Big Tex, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Midwest Country Fare, Mrs. Clark's, Old Orchard, Schnucks, Texsun, Tipton Grove, Welch's Grapefruit Juice – White, Pink or Ruby Red: Approved Brands: All brands of 100% grapefruit juice Orange Juice: Approved Brands: All brands of 100% orange juice, with or without pulp Pineapple Juice: Approved Brands: Best Choice, Big Tex, HyVee, Libby's, Old Orchard, Our Family, Schnucks, Texsun Tomato Juice or Blended Vegetable Juice: Approved Brands: Best Choice, Big Tex, Campbell's (Regular, Healthy Request and Low Sodium), Diane's Garden, Garden Fest, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark's, Our Family, Schnucks, Texsun, V-8 Plain only
	32 OUNCE BOTTLES – SHELF STABLE Tomato Juice or Blended Vegetable Juice: see above for brands
	64 OUNCE CONTAINERS – REFRIGERATED JUICE Orange Juice - All brands of 100% orange juice ONLY: 100% Unsweetened fruit juice or 100% vegetable juice. NO: Drinks, ades, nectars, juice beverages, infant juices, cocktails, twisters, or coolers.
	JUICE (CONTINUED) 11.5-12 OUNCE FROZEN (single flavors only) Apple Juice: Approved Brands: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Seneca, Shurfine, Tree Top Grape Juice – White or Purple: Approved Brands: Best Choice, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only) Grapefruit Juice – White, Pink or Ruby Red: Approved Brands: All brands of 100% grapefruit juice Orange Juice: Approved Brands: All brands of 100% orange juice Includes added calcium, with pulp, and pulp-free Pineapple Juice: Approved Brands: Dole, Langers, Market Pantry, Old Orchard
	CASH VALUE VOUCHER FOR FRUITS AND VEGETABLES <u>Fruits Allowed:</u> Fresh fruit, frozen in juice or water <u>Fruits Not allowed:</u> Syrups or added sugars or sweeteners, added fats, oils, or salt. No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures. <u>Vegetables Allowed:</u> Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice; <u>Vegetables Not allowed:</u> Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars. NOTE: Dollar value is specified, if purchase exceeds value specified, participant may pay the difference.
MILK	NOTE: Any brand of cow milk that is pasteurized with vitamins added in the container size and fat content specified. <u>Cow's milk:</u> Whole milk/1% Lowfat or Fat Free Skim Milk/Evaporated Fat Free Milk/Evaporated Whole Milk/Nonfat Dry Milk (powdered) <u>Milk Alternatives:</u> Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid)/Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid)/Sweet Acidophilus Milk- Fat free, 1% or 2%/Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only/Evaporated Goat Milk – Whole, Meyenberg Brand Only NO: Flavored Milk, rice or nut milks or milks with special health claims
EGGS	Any brand in containers of one dozen/USDA Grade A, large, white or brown. NO: Eggs that make special health claims.
CHEESE	Any brand in 8 ounce or 16 ounce packages/Chunk, shredded or Mozzarella string cheese/Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella/Includes varieties such as medium, sharp, extra sharp/2% milk, lowfat, and fat free natural cheeses are also allowed. NO: Sliced, cubed, or crumbles, added ingredients or flavorings, processed cheese, cheese spreads, or American cheese, cheese purchased from service counters.
TOFU	16 ounce packages/Approved brands: Azumaya – Silken, Firm, Extra Firm/House Foods (Premium) – Medium Firm, Firm, Extra Firm NO: Special Health Claims
SOY BEVERAGE	64 ounce containers/Approved brands: 8 th Continent Original or Vanilla Soymilk/Silk Original Soy Beverage
YOGURT	Nonfat, lowfat/Whole/Plain or flavored/Regular or Greek 24 oz. approved brands include: Anderson Erickson/Farmstyle/Gaymont/Greek Gods/Kemps Cass Clay/Tillamook 32 oz. approved brands include: Chobani/Coburn Farms/Dannon/Fareway/Food Club/Great Value/HyVee/Kemps Cass Clay/La Yogurt/Lucerne/Market Pantry/Nostimo/Old Home/Open Nature/Shurfine/Simply Balanced/Yoplait NO: Frozen yogurt, yogurt tubes, or drinkable yogurt. Added ingredients such as granola, nuts, honey, candy pieces, etc. Artificial Sweeteners, Organic.
INFANT FORMULA or MEDICAL FOODS	ONLY the brand of formula listed/ONLY the container size listed/ONLY the type of formula (powder, liquid concentrate or ready to use) specified NO: Substitutions.
INFANT CEREAL	8 ounce and 16 ounce packages/Includes rice, oatmeal, multigrain and whole wheat. Approved brands include: Beechnut/Gerber/Tippy Toes NO: added fruit, added formula, special claims such as added DHA/ARA or Organic.
BABY FRUITS AND VEGETABLES	4 ounce containers, single or twin pack/Includes fruits or vegetables, single flavor or blend/May include white potatoes as an ingredient but not the primary ingredient. Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables. Refer to policy 235.03 for allowances. Approved brands include: Beechnut Stage 2/Gerber 2 nd Foods/Tippy Toes Stage 2 NO: added sugars, starches, or salt, desserts, dinners.
BABY MEATS	2.5 ounce containers/Single flavor, beef, chicken, ham or turkey/Includes pureed meat and gravy or broth Approved brands include: Beechnut Stage 1/Gerber 2 nd Foods/Tippy Toes Stage 2 NO: Dinners or meat sticks.

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(1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) Fax: (202) 690-7442; or

(3) Email: program.intake@usda.gov

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